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20) Leading Ventures to Success. About the Author. Thomas Byers. Tom Byers is Professor of Management Science and Engineering at Stanford University and founder of the Stanford Technology Ventures Program, which is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms.

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Tom is a co-author of the Technology Ventures: From Idea to Enterprise textbook from McGraw-Hill, now in its 5th edition. Tom is a Keohane Distinguished Visiting Professor at UNC-Chapel Hill and Duke University.

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Dorf's name appears first on the earlier editions.

Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Now in its second edition, this book integrates the most valuable entrepreneurship and technology management theories from some of the world's leading scholars and educators with current examples of new technologies and an extensive suite of media resources. Dorf and Byers comprehensive collection of action-oriented concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. Technology Ventures details the critical differences between scientific ideas and true business opportunities.

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The focus of this book is on technology ventures — how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge trends such as "entrepreneurial method" and "lean startup," emphasis on the ideation process and development of an effective business plan, coverage of product and market development, intellectual property, structuring your venture, raising capital, sales and marketing, people management, and even strategies for

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exiting your venture. This is not another armchair book about entrepreneurship. It's a working guide for engineers and scientists who want to actually be entrepreneurs. An intense focus on product design and development, with customers and markets in mind Extensive discussion of intellectual property development, management, and protection Potent insights into marketing and selling technology products to the global marketplace Techniques for forecasting financials, raising funds, and establishing venture valuation Best practices in venture leadership and managing growth Overview of various exit strategies and how to prepare the venture for exit

This second edition of the critically acclaimed core textbook provides students from technology and science based backgrounds with the theoretical knowledge and practical skills required to transform innovative ideas into commercially viable businesses for profit or social ends. Blending theory, policy and practice in a manner that is accessible to readers with little prior knowledge of business commercialisation, it offers a framework for understanding the entrepreneurial process for technological ideas. The book provides students with comprehensive guidance on the specialized field of 'technopreneurship'. It provides the tools and frameworks required for managing, commercialising and marketing technological innovation. With real life examples and case studies from a range of countries and industries, it will equip students with the understanding required to successfully launch their product. This text caters for undergraduate and postgraduate students studying technology entrepreneurship modules on engineering, science and computing technology programmes. New to this edition:

- All chapters updated to reflect the evolution of theory and practice in the field
- New cases on

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digital entrepreneurship, growth and scaling -Extended geographical coverage of case studies
-Entrepreneurial practices updated to include recent research -Strategic context of business models, business growth and scaling, digital entrepreneurship, entrepreneurial marketing, organization design and crowdfunding developed and updated.

This book is written primarily for people who are creating the future high-tech world by designing, building, and marketing innovative products. More specifically, it is for all engineers, engineering managers, entrepreneurs and intapreneurs. The book provides insight into the problems entrepreneurs face and gives a model for successful startup companies in a formal checklist.

This book shows students how to build successful new enterprises: to conceive, plan, and execute on a new venture idea. Based on research findings, the authors' own experiences and their work with dozens of young entrepreneurial companies, the book shows how innovation is inextricably linked with entrepreneurship. It breaks down all the key steps necessary for success, provides in-depth cases of companies from a variety of industries (with a focus on technology firms), and includes Reader Exercises at the end of each chapter that can be used for team activities.

Silicon Valley Venture Capitalist and Serial Entrepreneur teaches how to succeed in taking your startup from idea to product to company. Accelerated Startup takes entrepreneurs through the startup minefield from fostering revolutionary ideas to building the right team and launching

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the product to raising angel and venture capital to finding the first 10,000 customers and ultimately taking the company to a successful exit. It is filled with practical lessons learned from years of hands-on experience, until now, available only in top startup accelerator programs. Vitaly M. Golomb is a venture capitalist, serial entrepreneur, keynote speaker and author who has been involved with startups since his teenage years. He is the Global Corporate Venturing 2017 Rising Star and leads global investments at HP Tech Ventures, the corporate venture arm of Silicon Valley's original startup. He is a contributing writer to TechCrunch and a consistently top-ranked mentor at a number of startup accelerator programs in the US, Europe, and Asia. He lives in the San Francisco Bay Area and travels to over 20 countries annually to consult and guest lecture to corporations, associations and universities on entrepreneurship, innovation and design.

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